B2C-SOLUTION-ARCHITECT^{Q&As}

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QUESTION 1

A company is using Service Cloud, B2C Commerce, and Marketing Cloud to provide an end-to-end B2C solution. The company does not use MuleSoft or any other integration middleware and does not plan on using them in the near future.

The company has about 10 million customers with a growth rate of 10% year over year, On average, each customer raises 10-50 support tickets each year, Each ticket may contain multiple comments, responses, and attachments. There is a need for the service agents to have visibility on customer tickets for up to 5 years.

What approach should a Solution Architect recommend in order to deliver the desired functionality given the company\\\'s expected growth over the next 5 years, while still adhering to the platform\\\'s governor limits?

A. Capture and resolve tickets using the capabilities of Service Cloud. Archive resolved cases and related data into Heroku and display them back in Service Cloud using Salesforce Connect.

B. Capture and resolve tickets using the capabilities of Service Cloud. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.

C. Capture and resolve tickets using the capabilities of Service Cloud, Use the Service Cloud console to display cases and related data raised by a customer in the past 5 years.

D. Capture and resolve tickets using the capabilities of 852C Commerce. Archive cases and related data older than a year in Big Objects and delete records that are more than 5 years old.

Correct Answer: A

This approach allows the company to use Service Cloud for capturing and resolving tickets, which provides a better customer service experience than B2C Commerce. It also allows the company to archive resolved cases and related data into Heroku, which is a cloud platform that can store large amounts of data without hitting the platform\\\'s governor limits. Using Salesforce Connect, the company can display the archived data back in Service Cloud without storing it in Salesforce, thus saving storage space and costs. References: https://help.salesforce.com/s/articleView?id=sf.data_source_connect.htmandtype=5 https://www.heroku.com/home

QUESTION 2

Universal Containers has an existing loyalty program that rewards its customers for purchases and frequent shopping with points that can be redeemed in store or online. They want to transform their existing loyalty program by investing in tools like Marketing Cloud, Salesforce Loyally Management and COP- They want to start segmenting their most loyal customers based or their online engagement and purchase history.

Which three actions should a Solution Architect recommend they consider taking with the tools they are investing In? Choose 3 answers

A. Curate tiered experiences in Marketing Cloud

B. Segment Individuals within CDP C.Q Segment Journeys within CDP

C. Curate tiered experiences in Loyalty Management

D. Create Journeys by tiers in Marketing Cloud

Correct Answer: ACD

Curating tiered experiences in Marketing Cloud allows the company to create personalized content and offers based on the loyalty level of the customers. Segmenting Journeys within CDP enables the company to use data from multiple sources to create customer segments and target them with relevant messages across channels. Creating Journeys by tiers in Marketing Cloud allows the company to design and execute customer journeys based on the loyalty program tiers and goals.

QUESTION 3

A company uses B2C Commerce, Experience Cloud, and Marketing Cloud. Now the company wants to enable Social Login with Facebook, Google, and Twitter to increase their conversion rates. Currently, Customer Identity is in use and two types of accounts are available: Individual accounts and household accounts.

Which consideration should a Solution Architect keep in mind when configuring seamless cross-cloud identity?

A. The Commerce Cloud to Service Cloud connector supports both person account and contact accounts out-of-the-box.

B. Commerce Cloud will be the system of record for customer shopping data, including individual profile and authentication credentials.

C. Full access (full) scope will request access to all accessible data that the third-party provides.

D. To create the external authenticated profile in Commerce Cloud, Service Cloud will need to invoke a remote OAuth2 authentication request to Commerce Cloud.

Correct Answer: B

Product Catalogs are a type of data extension that contain product information for generating product recommendations using Einstein in Marketing Cloud. Product Catalogs can be configured natively to sync from B2C Commerce to Marketing Cloud using a point and click configuration in the Marketing Cloud Business Manager. References: https://help.salesforce.com/s/articleView?id=sf.mc_pb_product_catalog.htmandtype=5 https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration

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QUESTION 4

A company uses B2C Commerce, Marketing Cloud, and Service Cloud and requires that customers create an account before making their first purchase.

Which system creates the customer ID and which system creates an additional ID to use as the customer primary record?

A. Service Cloud creates a customer ID and an additional ID to be used as the primary record.

B. A B2C Commerce creates a customer ID and an additional ID to be used as the primary record.

C. Marketing Cloud creates a customer ID but the primary ID should be created through B2C Commerce.

D. B2C Commerce creates a customer ID but the primary record should be created through Service Cloud.

Correct Answer: D

Option D is correct because B2C Commerce creates a customer ID when a customer registers an account before making their first purchase, but the primary record should be created through Service Cloud using an external ID field

that

matches the customer ID from B2C Commerce. This way, Service Cloud can store additional customer information and provide a single source of truth for customer data across multiple Salesforce clouds.

Option A is incorrect because Service Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create an additional ID to be used as the primary record. Service Cloud uses an external ID

field that matches the customer ID from B2C Commerce to create or update customer records.

Option B is incorrect because B2C Commerce does not create an additional ID to be used as the primary record when a customer registers an account. B2C Commerce only creates a customer ID that can be matched with an external ID field

in Service Cloud or other Salesforce clouds. Option C is incorrect because Marketing Cloud does not create a customer ID when a customer registers an account on B2C Commerce, nor does it create a primary ID that should be used by

other Salesforce clouds. Marketing Cloud uses subscriber keys that can be mapped to customer IDs from B2C Commerce or other external systems.

References:

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QUESTION 5

A luxury retailer is about to implement B2C Commerce and Marketing Cloud for their online presence. They are well known for being open with their customers when it comes to their customers\\' purchases. For example, if a customer asks for a record of their recent purchases, they provide it very quickly within their stores. They would like this to reflect in their online presence as well.

Given that requirement and the requirement to adhere to global data privacy acts, what are two out-of-the-box features the retailer should enable across these clouds when it comes to providing customers access to their own data?

Choose 2 answers

A. Use the Contact Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single contact.

B. Use the Customer Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single customer.

C. Use the Contact Data Snapshots report in Commerce Cloud to create a report containing purchaser data related to a single contact.

D. Use the Customer Data Portability report in Marketing Cloud to create a report containing subscriber data related to a single customer.

Correct Answer: AB

A. The Contact Data Portability report in Marketing Cloud is a feature that allows creating a report containing subscriber data related to a single contact, such as email address, name, phone number, preferences, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA. B. The Customer Data Snapshots report in Commerce Cloud is a feature that allows creating a report containing purchaser

data related to a single customer, such as order history, payment methods, addresses, etc. This report can be used to provide customers access to their own data or comply with data privacy regulations, such as GDPR or CCPA.

References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_contact_data_portability.htmandtype=5 https://documentation.b2c.commercecloud.salesforce.com/DOC1/topic/com.demandware.dochelp/content/b2c_commerce/topics/admin/b2c_customer_data_snapshots.html